

The Great Waterway

2014 Visitor Survey



GANANOQUE & THE THOUSAND ISLANDS

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Our home

Things to see

Things to do

Places to stay

Places to dine

Plan YOUR trip

2014 Visitor Centre Survey Report

Tourism is the largest industry and a significant economic driver in the Town of Gananoque and Township of Leeds and Thousand Islands. As of 2012, tourism was recorded at approximately an \$86 million dollar industry for the Town and Township. The Gananoque and 1000 Islands Visitor Centre, 10 King Street East, plays an important role in the tourism industry by promoting the area as a unified region encouraging visitors to extend their stays and support the business community. The mandate of the visitor centre is to establish a thriving centre that offers exceptional service and information, creates a strong connection to the local business community and further enhances the visitor’s experience.

Each year the Gananoque and 1000 Islands Visitor Centre facilitates a visitor survey. The survey is completed by tourists between the months of May to September. The survey has been completed in conjunction with the Great Waterway over the past three years. The partnership with the Great Waterway provides consistent, representative summer visitor data across the region. The survey questions remain the same to ensure continuity, benchmarking and provide regional comparisons.

The survey has proven to be a useful tool for businesses, community organizations and the visitor centre. The intent of the survey is to provide the business community information regarding the tourists to assist businesses with planning initiatives for the upcoming year. Additionally the survey is used to support various projects by community organizations and associated funding applications. Finally, the survey is used by the Visitor Centre to continually improve services to better fit the needs of the visitors.

Visitor Centre Statistics

The number of visitors coming to the Visitor Centre has remained consistent over the past three years with approximately 18,000+ people each year. In 2014 tracking did not start until May and the total visitor count was 19,193.

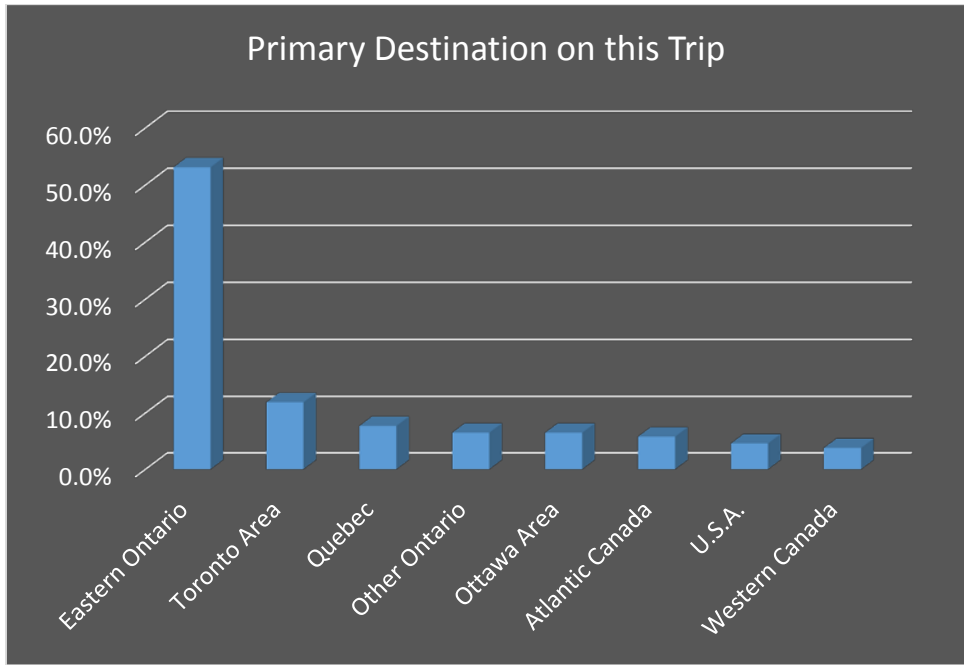
Table 1: Number of Visitors per Month, 2014

May	June	July	August	September	October	November	December
1757	3856	4504	4959	2476	1175	414	52

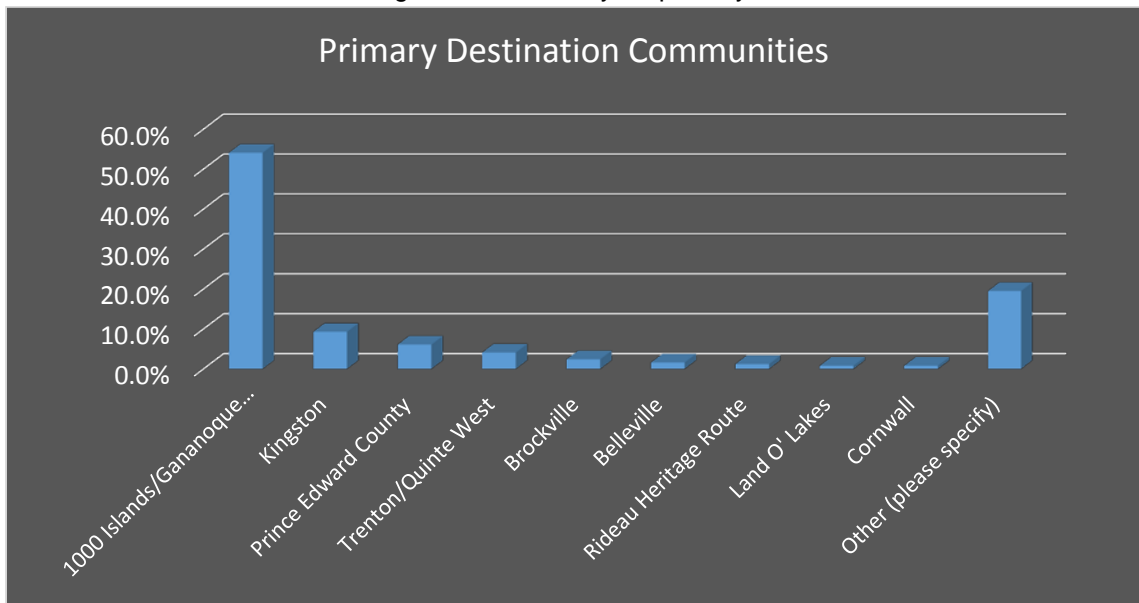
2014 Visitor Centre Survey Results

A total of 270 surveys were completed in 2014 and the questions and responses are identified below.

Question 1: What is your primary destination on this trip?



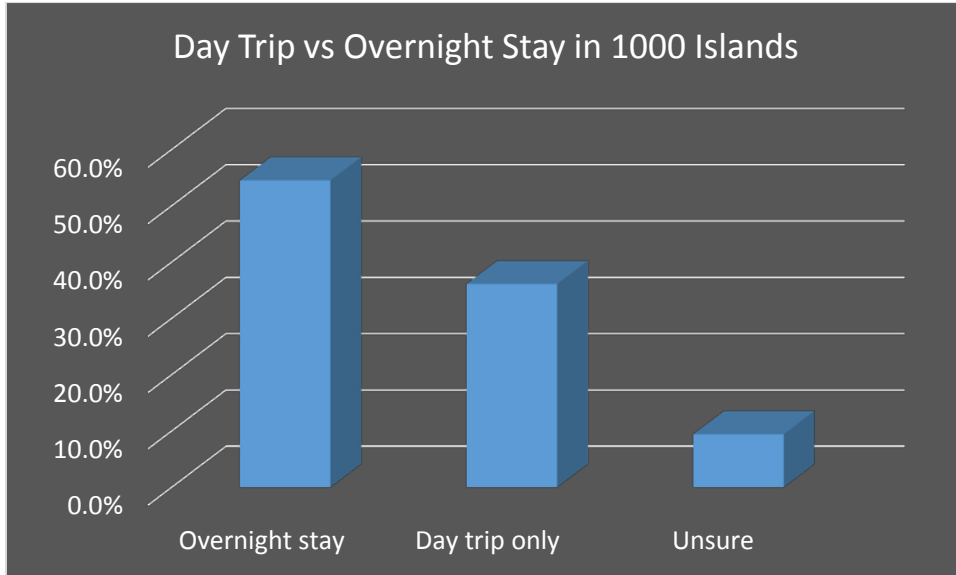
Question 2: Which of the following communities is your primary destination?



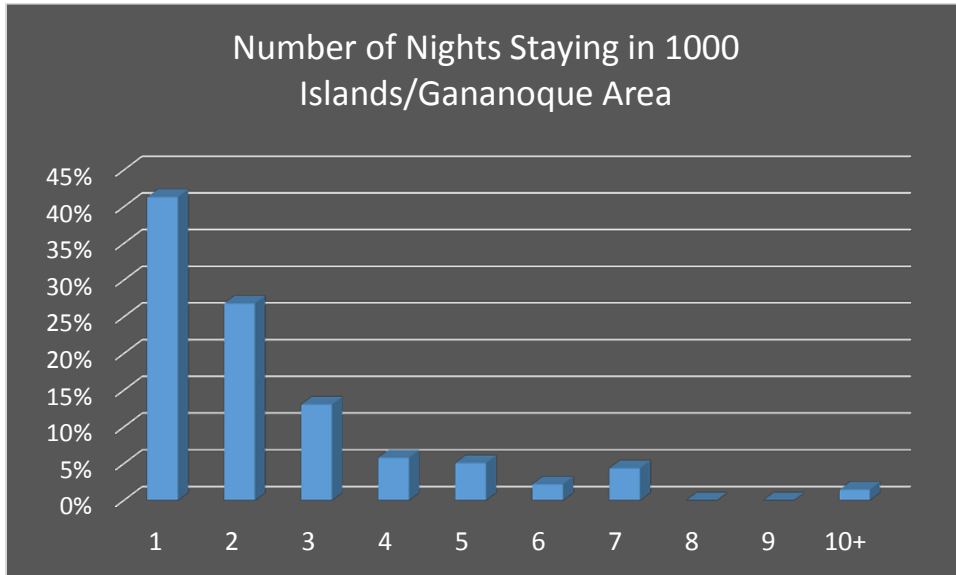
Other responses include:

- | | | |
|--------------|----------------|---------------|
| Ottawa | Montreal | New Brunswick |
| Quebec | Cambridge | Wasaga Beach |
| Nova Scotia | Niagra Falls | Gaspe |
| Toronto | Kitchener | Owsh |
| Markham | All of Canada | |
| Boldt Castle | All of Ontario | |

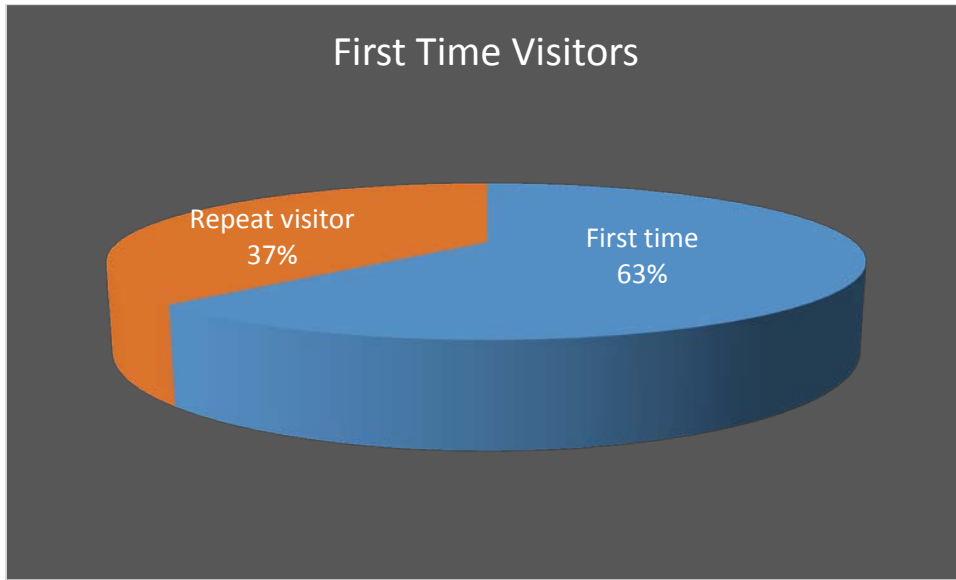
Question 3: During this trip will you be staying for the day or overnight in the 1000 Islands?



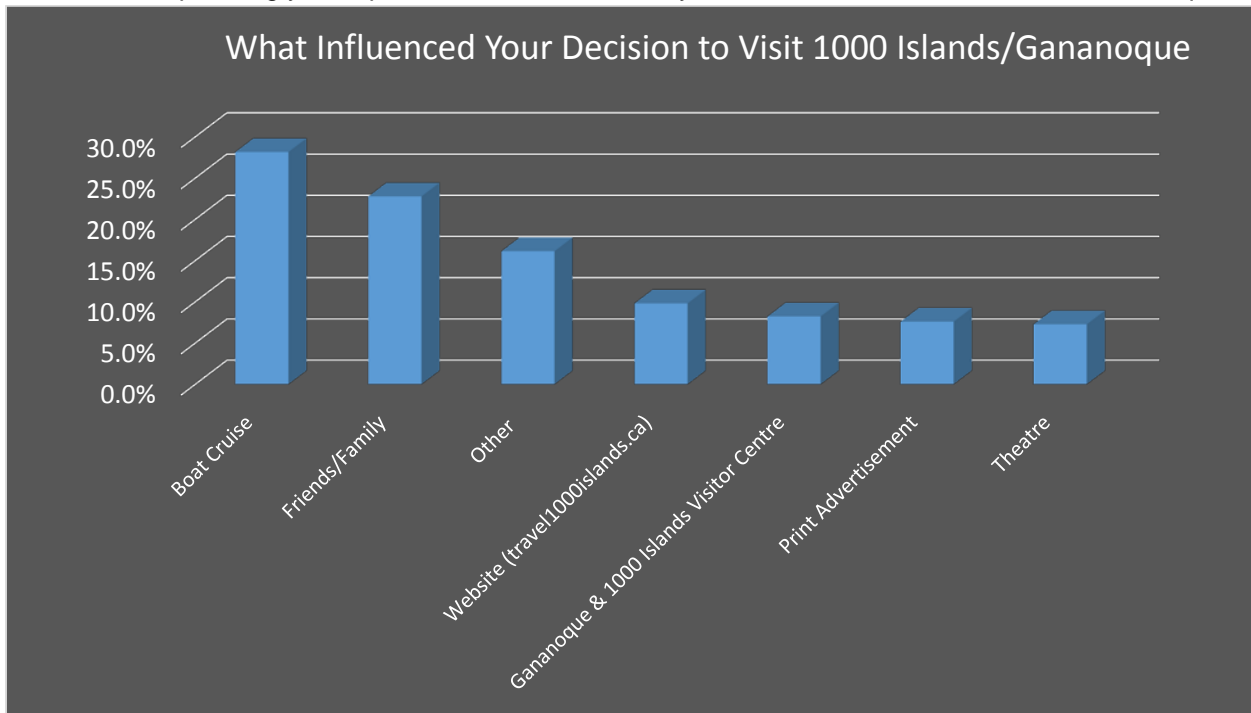
Question 4: How many nights will you be staying in the 1000 Islands/Gananoque area?



Question 5: Is this your first time visiting the 1000 Islands/Gananoque?



Question 6: In planning your trip, what or who influenced your decision to visit 1000 Islands/Gananoque?



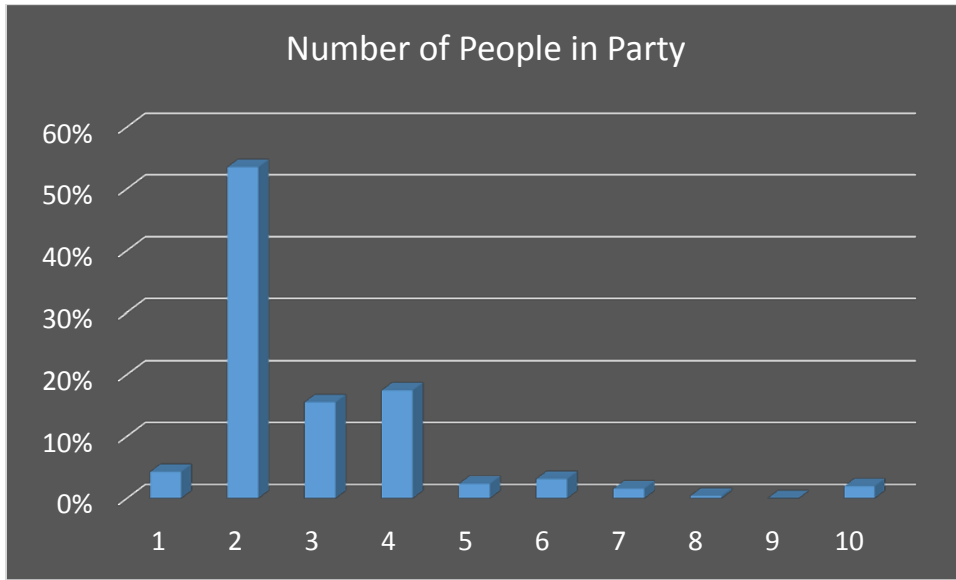
Other Influencers Include:

- KOA/Camping
- Driving by
- Motorcycle Trip
- Online
- Gananoque Brewery
- 1000 Islands Parkway

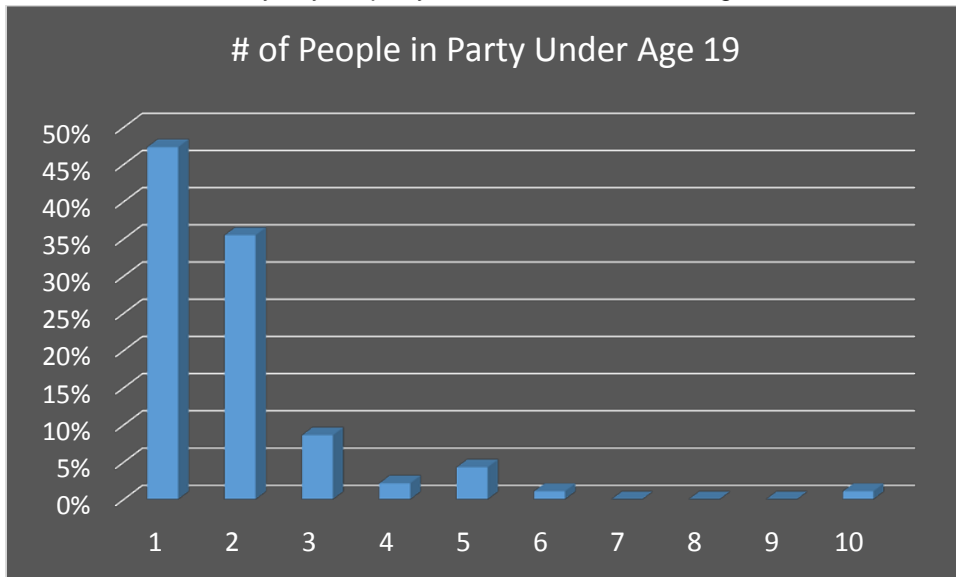
- Wedding
- Sight seeing
- Photography
- Sailing Season
- Lonely Planet
- Hiking
- Boating

- Bucket List
- Bike Trail/Cycling
- Fishing
- Ribfest
- Travel/Visitor Guide
- Word of Mouth

Question 7: How many people, including yourself, are in your party?

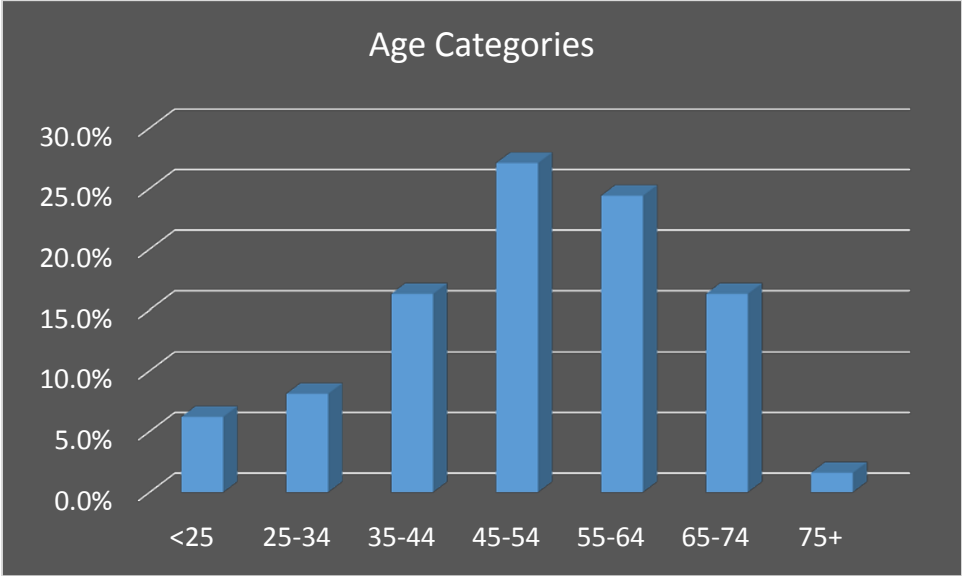


Question 8: How many in your party are children under the age of 19?

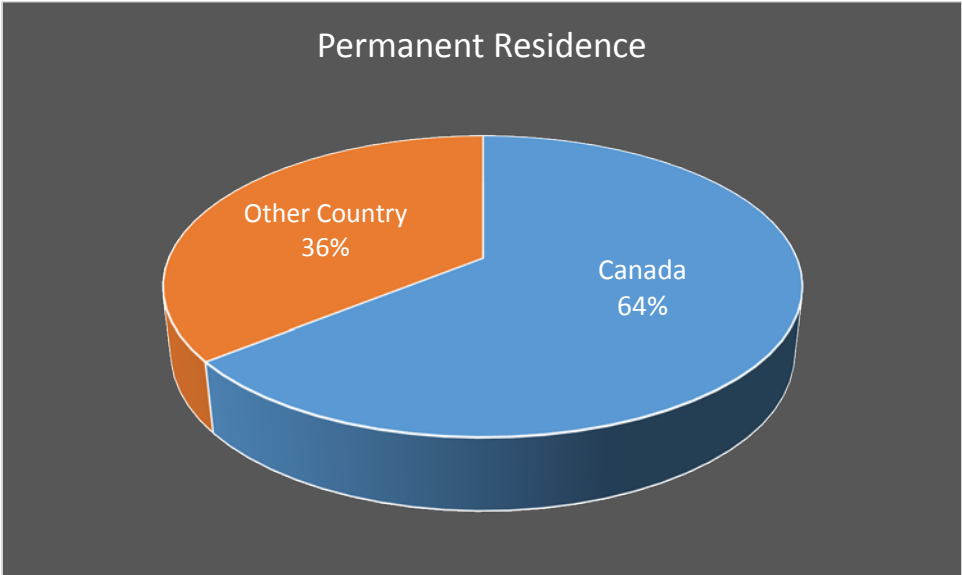


*Note: 174 people skipped the question

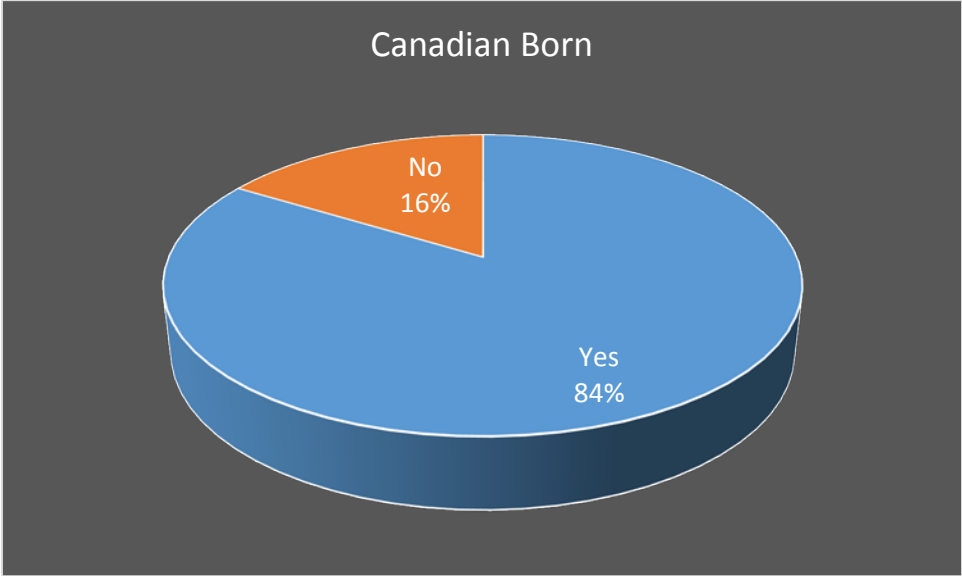
Question 9: Which of the following age categories do you fall into?



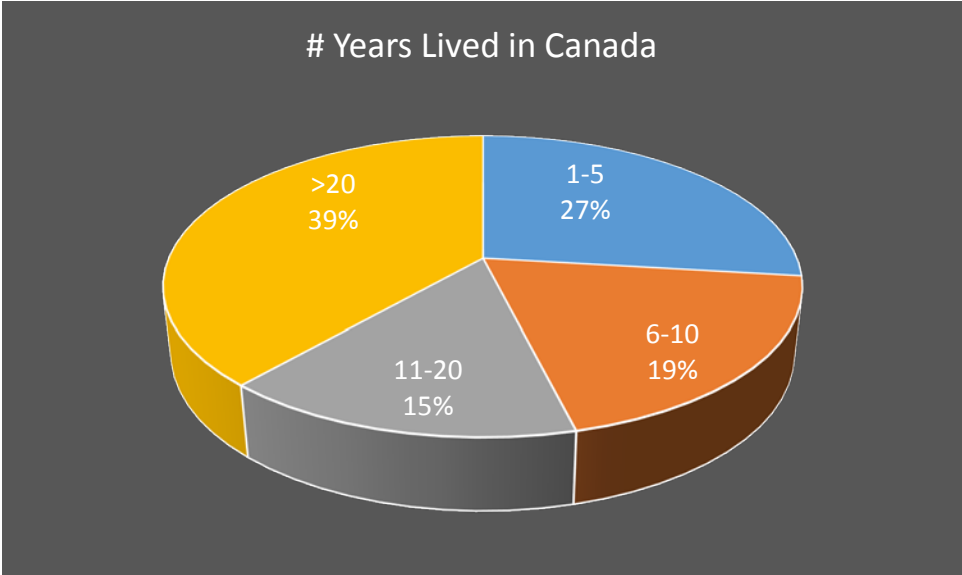
Question 10: Is your permanent residence in Canada or another country?



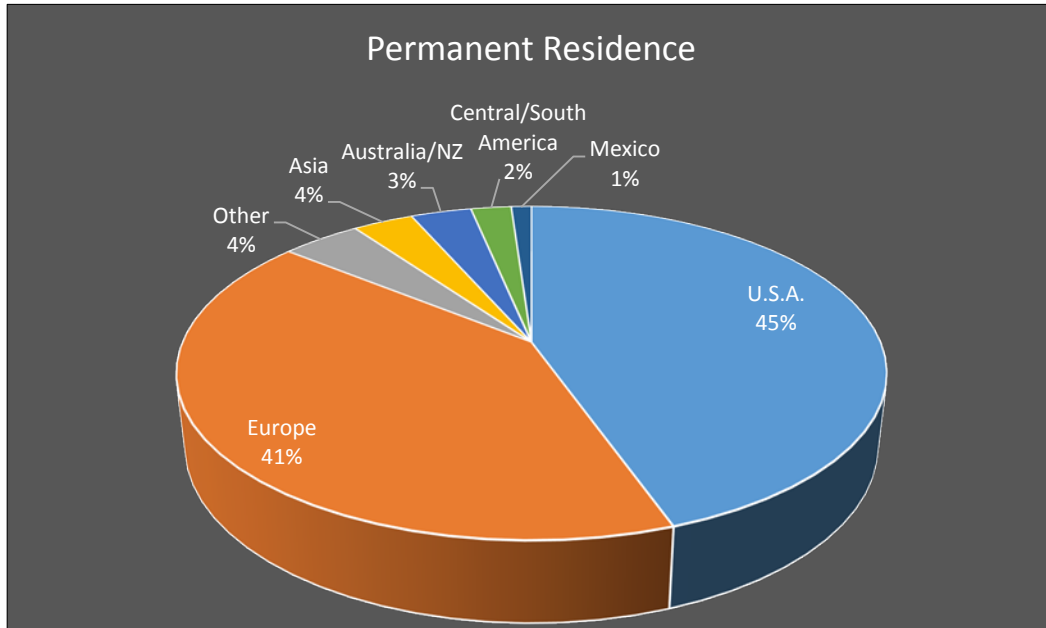
Question 11: Were you born in Canada?



Question 12: How many years have you lived in Canada



Question 13: In what region of the world is your permanent residence?



Question 14: Please provide any suggestions that would/could make your visit to Gananoque more enjoyable?

More bars
Nicer weather
It has been great!!
None. A great tourism center.
Stay like you are
When that brewery across the street opens
Not really
Most likely a greater presence of activities and more options for a younger person.
Signs to the public washroom on the post outside the TD bank

More restaurants bars
Camping on wolfe island
More information in French
Just getting started, so not sure.
Love the people here
Make parking more accessible/easier
Thought it was a lovely quaint town, no complaints :-)
None
No. Visitor centre staff excellent!
Fine weather!